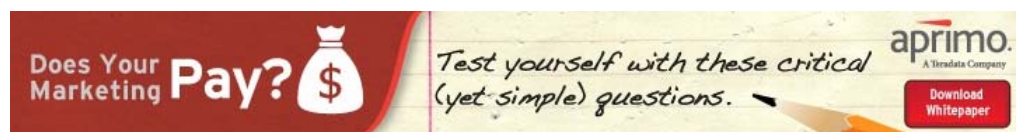




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Friday, July 2, 2010

Brighter Outlook for Germany's Display Advertising Market

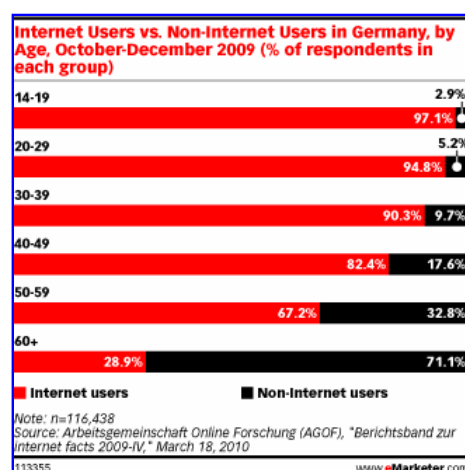
Posted By: [Karin von Abrams](#)

A new forecast from the [Online-Vermarkterkreis \(OVK\)](#) sees spending on Internet display advertising rising between 8% and 9% in Germany during 2010. The OVK noted that interest in a range of display formats, including video and banners, has been growing faster than expected since the beginning of the year, prompting it to [revise its predictions upward](#).

Advertisers were also more willing to invest than last year, said the OVK, now that the worst of the global economic crisis appears to be over.

Further rises in Germany's online population are also encouraging marketers to boost their Internet presence. The [most recent edition of "Internet Facts"](#) prepared by the Arbeitsgemeinschaft Online Forschung (AGOF) reported that 49.7 million residents had been online in Q1 2010.

Men still dominate online, accounting for 53.7% of Web users in Germany. The direct correlation between youth and Internet use remains too; 97% of individuals ages 14 to 19 were estimated to be online in Q1 2010, compared to 71% of those ages 50 to 59. These figures are unchanged from Q4 2009.



Interestingly, 35.2 million people in Germany were estimated to go online only or primarily for private reasons, and did not use the Net for work. Almost 64% of respondents said they regularly shopped or bought items online – roughly the same number who said they used the Web to follow world news.

Detailed results from "Internet Facts 2010 – I" are available [here](#).

Posted: July 2, 2010. Filed under: [Advertising, Consumers & E-Commerce, Demographics, The Economy, Usage, Worldwide](#)
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